

Convention and Tourism Advisory Committee
Tuesday, August 1, 2006 – Minutes

Members Present: Gerald Cook, Marlene Leister, Ben Vidricksen, Dave Miller, Kathy Tolbert, Bette Timmel

Members Absent: Tricia Weems, Jennifer Sturges, Abner Perney

Guests/Staff Present: Keith Rawlings – Salina Bicentennial Center; Mike Harmon – Best Western Mid America Inn; Tiffany Benien, Jo Ann McClure, Andi Pahl – Chamber Staff

Minutes

The Minutes of the July 2006 meeting were reviewed.

Financial Statement

The June Financial Statement was reviewed.

Division Updates:

Sports Market

Tiffany reported on the following sports events:

- **Kyle Petty Charity Ride** – The Kyle Petty charity ride across the country stopped in Salina July 26 for an overnight. There were approximately 200 motorcycles in the caravan, which arrived earlier than scheduled. Speed Channel was on hand to film the event. Salina City Commissioner Abner Perney presented Kyle Petty with a key to the city and gave a welcome speech. The public enjoyed pizza, ice cream novelties and drinks provided by Schwan's. Kyle Petty graciously addressed the crowd and signed autographs. He spoke about the Victory Junction Gang Camp where the proceeds of the fundraiser are being sent. Among celebrities riding with the caravan were model Nikki Taylor and football star Hershal Walker.
- **Kustom Kemps of America** – Kustom Kemps of America's Leadsled Spectacular returned to Thomas Park July 28-30. More than 500 vehicles were registered. Attendance was down this year, mainly due to hot weather. The heat also caused many to leave early on Sunday. Drag races were held on Friday night off Markley Road south of Dean Evans Stadium. The parking situation needs to be looked at again for next year for a way to relieve congestion and add safety for pedestrians. Many volunteers helped out at the gates, and took a sampling of attendee vehicles to see where they originated. Kustom Kemps is planning to return to Salina in 2007.
- **KS ASA Men's & Women's Slow Pitch Softball Class D Tournament** – Tiffany announced that the KS ASA Slow Pitch tournament would be held August 4-6 at Dean Evans Stadium.
- **Sunflower Bank Softball Showcase** – Sunflower Bank's Softball Showcase will be held August 4-5 at Bill Burke Park. The 200 high school senior girls, from all over Kansas, will be evaluated by college coaches from Kansas and Colorado as they play three games of softball. The Optimist Club will provide the concession stand. This event has grown the last few years.
- **Kansas Horseshoe Pitching State Tournament** – This event will be held again in Sunset Park on September 2-4. They enjoyed having their tournament in Salina last year and have decided to return. The public is invited to watch the 200 horseshoe pitchers compete at no charge.
- **Tri-Rivers Fair, Rodeo & Draft Horse Show** – The fair begins on Wednesday, August 9 with a parade down Santa Fe at 5:30pm. New this year will be a Combine Derby on Saturday night. The fair will still consist of a Rodeo on Wednesday and Thursday, Car Demo Derby on Friday and Sunday nights, Draft Horse Show on Saturday and Sunday, Carnival Wednesday through Saturday, and 4-H exhibits including livestock, quilts, foods, woodcrafts and photography throughout the fair days.

Convention Market

Jo Ann gave the following convention market update:

- Jo Ann met with a former Holiday Inn Hotel & Convention Center's sales representative's accounts in Topeka. One account, the Kansas Funeral Directors & Embalmers Association, decided to go to Wichita where they could have everything under one roof.
- Jo Ann sent out information to Roundalab (square dance teachers) who had been in Salina recently for a site visit. Unfortunately, they have decided to stay in Wichita for their 2008 event.
- Jo Ann reported that the Flying Dentists would be in Salina on Friday, August 4. They are staying at Country Inn & Suites and are here for education hours and a trip to the National Guard Bombing Range.
- Jo Ann announced that the National Guard Bombing Range would be holding an open house on Saturday, August 5. The show will be open to the public.
- An ad for Salina tourism recently came out in *Small Market Meetings* magazine.

- After the Meet Kansas meeting, a teleconference on trade shows was presented and it was learned that nothing takes the place of face-to-face contact. Jo Ann said we would be reevaluating what trade shows the Meet Kansas coalition will attend next year.
- Jo Ann will be making sales calls in Manhattan August 2.

Tourism Market

Tiffany gave the following tourism market update in Sylvia's absence:

- Marymount College All-School Reunion – Marymount College is holding its all-school reunion in Salina August 4-6. Planned events over the weekend include campus tours, golfing, swimming, and a dance, mixer and banquet at the Bicentennial Center. Staff and volunteers assisted with registration, an information booth and a gift basket.
- Kansas Visitors Guide – The deadline is approaching for information for the 2007-2008 issue of the State travel guide. New this year is a \$100 fee for a two-year listing in the guide. Staff is making contact with hotels, attractions, specialty shops and other businesses to gather this information and input it onto the State website.
- Going on Faith – Sylvia will be attending the "Going on Faith" trade show in Branson, MO August 29-31. This is a marketplace for religious travel planners. Sylvia will be meeting with group planners to market the area.
- AAA Journeys Magazine – Sylvia is putting together an ad for the holiday issue of AAA *Journeys* magazine. A calendar listing of events from September through December is also being compiled for them.

Kathy Tolbert announced that the Zoo was running a half-off special for the month of August. Tickets are available at local Green Lanterns. On Sundays in August, the Zoo will be giving away free ice cream sundaes at the Overlook Restaurant. A public safety weekend is being planned for those who serve as firemen, policemen and others and their families.

Keith Rawlings stated that August would start out as a slow month but would get busy after the Tri-Rivers Fair starts August 9. The walls in Heritage Hall are now being painted.

Ben Vidricksen thanked Tiffany for giving a PowerPoint presentation at his Optimist Club meeting. The Club pays for ballgame uniforms for 300 local children.

Tiffany also made the announcement that the Event Calendar was now up and running on the Chamber's website.

Next Meeting

The next Convention & Tourism Advisory Committee Meeting will be held September 5 at the Chamber.

Upcoming Events

Upcoming meetings, conventions and events were noted.

The meeting adjourned at 8:05am.